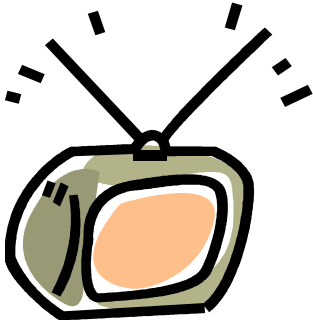


Power of Persuasion:

Propaganda Techniques



Write the following terms:

- Consumer
 - a person who uses goods or services
- Propaganda
 - a message designed to persuade its intended audience to think and behave in a certain manner
- Generalization
 - a generalization is a broad statement about a group of people or things. It states something they have in common.
- Faulty Reasoning
 - improper or mistakes in reasoning.
It can also be a propaganda technique used to manipulate how you feel about someone or something. It gives ideas that can't be proven as true

Hasty Generalization

a conclusion drawn from too little evidence

Example:



AXE is a unique all-over bodyspray that combines a seductive fragrance with effective deodorant protection to keep you smelling great all day or all night. Spray it all over including your chest, neck, underarms - all the hot spots.

Overgeneralization

a broad conclusion using all-or-nothing words like *every*, *always*, and *never*

Example:

“In times of crisis, every American supports his President.”

Until every American can be contacted and surveyed, this statement cannot be proven valid. Public support could change day by day and topic by topic.



Circular Reasoning

reasons that say the same thing over and over again using different words, but really do not say anything to prove their point.

Examples:

Whiter than white!

Brighter than bright!



Her smile is whiter because
her teeth aren't stained!

False Cause

the assumption that one event caused another because it occurred earlier in time

Example:



Close Reading

- Today, we are going to read a persuasive advertisement that uses propaganda and faulty reasoning to try and convince you to buy their product.
- First, let's do a Cold Read of the ad first.

SHINE -N- GROW

*Hair Repair
That Really Works!*

Have you ever suffered at the hands of a barber or careless hair stylist who cut your hair much shorter than you wanted? Have you ever envied your friends who have long hair? Now you no longer have to wait for weeks, months, or even years for your hair to grow back the way you want it to. With **SHINE-N-GROW** shampoo, your hair can grow faster than you ever dreamed possible. We guarantee that in no time at all, you can achieve the look everyone wants: a full head of hair that's long, healthy, and shiny.

SHINE-N-GROW shampoo contains a unique combination of vitamins, minerals, and hair-growth ingredients that

- ▶ directly provide nutrients to each strand of hair to help it grow
- ▶ wash away dullness and replace it with shine
- ▶ bring life back to dry or damaged hair

SHINE-N-GROW research scientists have discovered a combination of natural ingredients that
20 helps hair grow faster. Studies have shown that the average person's hair grows at a rate of one-fourth to one-half inch or less per month. A study was conducted to determine the effects of using the **SHINE-N-GROW** formula. The results were amazing! Test subjects reported hair growth of up to five inches in three months! (See our Web site for results.)

Bacteria and dirty oils slow down hair growth. **SHINE-N-GROW's** natural ingredients kill bacteria, making it easier for hair to grow through the scalp.
30 Thanks to our secret combination of ingredients, the cleansing value of the shampoo is far superior to that of any other products on the market. Customers who use **SHINE-N-GROW** just once never go back to their old brands. You'll love **SHINE-N-GROW**, too.

*"My hair has never been so long before in my life. I've tried everything, but nothing has worked as well as **SHINE-N-GROW** to make my hair long and clean."*

—Susan Steinberg, actress,
Brooklyn, New York



People who use **SHINE-N-GROW** shampoo have reported that their hair has grown faster and has been cleaner, shinier, and easier to manage. Happy customers agree that their hair feels better after it's been washed. "I just feel more confident," one customer said, "and I've
40 been getting more dates ever since I started using your shampoo."

SHINE-N-GROW is the only shampoo that actually speeds up hair growth while it makes your hair smooth, shiny, and spectacular! Using **SHINE-N-GROW** guarantees what no other shampoo can: that you'll always have long, shiny hair.

Learn more about **SHINE-N-GROW** on our Web site at www.shine-n-grow.com, and download a coupon for 15% off your first purchase! **SHINE-N-GROW** is available now at better drugstores and supermarkets.

“My boyfriend mentioned the shine in my hair the first time I used SHINE-N-GROW. He really noticed how it helped my dry and damaged hair.”

—Christine Martinez, nurse,
Tucson, Arizona

“My last haircut was way too short, so I tried SHINE-N-GROW, and now my hair is long again—and clean! Finally my hair looks the way I like it.”

—Roger Canter, accountant,
Los Angeles, California

For the remainder of class, work on the Shine N Grow analysis:

1. Re-read the ad and highlight any sentences that show the author's claim.
2. Go through the ad again and underline any sentences that show an example of emotional appeal (Pathos). Label out to the side of the text.
3. Go through the ad again and circle any sentences that show an example of a logical appeal (Logos). Label out to the side of the text.
4. Go through the article again and put a square any sentences that show an example of appeals by association (Ethos). Label out to the side of the text.
5. Finally, go through the article one more time and out to the side of the text, annotate (make a note) to the side of any sentences that show some sort of faulty reasoning and label what kind.

Once you finish the close reading steps, begin completing the chart and answering the analysis questions.